



Tom Barrett
Mayor

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For Immediate Release

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Mayor Barrett and Alderman Joe Davis to Launch Asthma Awareness Month in Milwaukee *Health Department and Community Partners Working Together to Improve the Quality of Life for Children with Asthma*

Mayor Tom Barrett and Alderman Joe Davis will hold a press conference on Tuesday, May 11, 2004 in the City Hall Rotunda at 10:00 a.m. The event will launch a month-long effort to raise awareness concerning the growing number of people suffering from asthma, especially young children.

In the United States alone 4.8 million children suffer from asthma, which accounts for one third of all pediatric emergency room visits. In addition, asthma is the fourth most common reason for pediatric physician office visits, and is one of the leading causes of school absences. **It is estimated that 10-15% of Milwaukee children suffer from asthma. It is also estimated that asthma costs Milwaukee \$10 million per year in direct medical costs and the indirect costs related to missed school days for children and work days for their parents.**

WHAT: Press Conference
WHEN: Tuesday, May 11, 2004
TIME: 10:00 a.m.
WHERE: City Hall Rotunda
200 East Wells Street
Milwaukee

SPEAKERS: Mayor Tom Barrett
Alderman Joe Davis
John Meurer, MD, MBA
Associate Professor of Pediatrics
Center for the Advancement of Urban Children
Medical College of Wisconsin